

Role Title

Business Pursuit Manager (Nepal Examinations)

Role Information

| Role Type | Pay Band | Location | Duration | Reports to: |
|---|------------|-----------|----------|-----------------------|
| Business Development, Opportunity & Pursuit | Pay band 6 | Kathmandu | 2 + 1 | Country Exams Manager |

Role purpose

The purpose of this role to actively pursue Examinations Business in the country, converting opportunities into business. This includes all aspects of examinations, but with a strong focus on business development across various products and services.

About us

The British Council is the UK's international organisation for cultural relations and educational opportunities. We create friendly knowledge and understanding between the people of the UK and other countries. We do this by making a positive contribution to the UK and the countries we work with – changing lives by creating opportunities, building connections and engendering trust. We work with over 100 countries across the world in the fields of arts and culture, English language, education and civil society. Each year we reach over 20 million people face-to-face and more than 500 million people online, via broadcasts and publications. Founded in 1934, we are a UK charity governed by Royal Charter and a UK public body.

Geopolitical/SBU/Function overview:

The English and Examinations Strategic Business Unit (E&E) is one of three strategic business units in the British Council (the others being Arts and Education & Society) all of which have the remit to build trust for the people of the UK by building relationships through aspects of our language and culture. E&E achieves this by enabling people across the world to access the life-changing education and work opportunities that are created by learning English or gaining valuable UK qualifications. Promoting the English language also provides a medium for communication, helping break down barriers of misunderstanding or mistrust between cultures. The British Council's 2020 vision for English & Examinations is to be the world authority in high quality English language teaching, learning and assessment, as well as the International distributor of choice for UK professional and school qualifications.

The Examinations business makes a significant contribution to British Council financial sustainability, and as such, it is essential that the business evolves in order to maintain its position in a fast-changing operating context. There is a need to standardise and automate activities across the globe to deliver efficiencies, and there is also a requirement to develop new digital products and services to meet changing customer demands and competitive pressures. In a cost and resource-constrained environment, balancing the on-going requirements and allocation of funds will be critical, as will the integration and planning of the implementation of the different changes across a global network of 110+ countries charged with the on-going delivery of impact and income whilst changing key elements of the supporting operational platform.

Main opportunities/challenges for this role:

- Understand and foresee country conditions to spot and act on opportunities
- Providing timely feedback on commercial planning scenario's that have changed
- Achieving sales/ account targets and ensure customer satisfaction

Main Accountabilities:

Winning business

- Identify Opportunities
- Converts short-list opportunities
- Generates new leads through networking/relationship development
- Analyses customer needs and ensure customer is kept informed throughout process
- Develops value propositions with support from Commercial Manager with input from Region
- Manages tender submissions

Market & customer intelligence

- Collects, reports and uses Customer/ Market Intelligence from what is seen/heard on the ground and link to Marketing on Insights
- Inputs into innovation and BD plan/targets.

Brand/product knowledge & promotion

- Maintains an up-to-date and sound overview of the suite of BC products, programmes and services to enable the provision of informed business development support to internal colleagues and ensure the BC brand is promoted accurately and professionally in any communications with actual/prospective customers and partners.
- Within agreed corporate processes, contributes data and/or administrative support, as required, to enable the development and distribution of high quality, customer and market-focused marketing collateral (via a range of channels) to promote the BC's offer externally.

Leadership & management

- Prioritises own work activities, from long terms plans into day to day activities.
- Builds relationships and uses influence to work with others internally to grow the business

Analysis and Reporting

- Using standard procedures and templates, regularly records, analyses and reports on operational activity levels and performance data, to support senior managers in making timely and effective business decisions that respond to operational needs.
- Conducts research, using a range of information channels, into business activities, challenges and key personnel in target customer, partner or sponsor organisations to support developing new business and cultural relations opportunities.
- Coordinates and organises contact with stakeholders in key client/partner/sponsor organisations– e.g. meetings, conference slots, sending targeted marketing or thought leadership materials etc.

Commercial planning

- Carries out routine monitoring and standard reporting on commercial data involving sales, profitability and/or co-funding and sponsorship opportunities using an agreed set of corporate processes, techniques and report templates.

Key Relationships:

Internal

- *Country Exams Manager*
- *Exams Operational team*
- *Customer Services*
- *Marketing team*
- *Country Director*
- *Finance and Resources teams*
- *Exams Regional Management Team*
- *Regional Commercial Lead*
- *Regional Marketing & BD teams*

External

- *B2B partners*
- *Agencies*

- Receiving organisations (RO's)
- Schools, universities, education agents, as well as the government and corporate sectors

Role Requirements:

| Threshold requirements: | | Assessment stage |
|---|---------------------------------|-------------------|
| Passport requirements/ Right to work in country | Right to work in Nepal required | Shortlisting |
| Direct contact or managing staff working with children? | Appropriate police check | Conditional offer |
| Notes | | |

Person Specification:

Qualifications

| Minimum / essential | Desirable | Assessment Stage |
|---|---|------------------|
| <ul style="list-style-type: none"> ▪ Degree in any subject or relevant qualification | Post graduate degree in relevant discipline | Shortlisting |

Role Specific Knowledge & Experience

| Minimum / essential | Desirable | Assessment Stage |
|--|--|------------------|
| <ul style="list-style-type: none"> ▪ Experience working in a compliant and regulated environment ▪ Business Development ▪ Contract management ▪ Market research and horizon scanning of sector ▪ Monitor Ministry changes which will impact on business ▪ Experience of working with regulatory bodies ▪ Building and maintaining stakeholder relationships | Experience of Examination Services Knowledge of UK qualifications | Shortlisting |

Role Specific Skills (if any)

| Role Specific Skills (if any) | Assessment Stage |
|---|----------------------------|
| <ul style="list-style-type: none"> ▪ N/A | Shortlisting AND Interview |

British Council Core Skills

| British Council Core Skills | Assessment Stage |
|--|----------------------------|
| <p>Communicating and influencing (level 2) - Relates communications to circumstances Displays good listening, writing and speaking skills, setting out logical arguments clearly and adapting language and form of communication to meet the needs of different people/audiences.</p> <p>Managing projects (level 2) - Analyses project data Examines project data and performance, reporting on progress and recommending corrective action as needed.</p> <p>Finance and resource management (level 2) - Uses financial systems and processes Uses corporate financial systems and processes appropriately as part of the job and on behalf of a team.</p> <p>Commercial and business Development (level 1) - Reviews data Applies a range of standard analytical techniques to support business</p> | Shortlisting AND Interview |

development – e.g. pricing tools, revenue tracking, monitoring sales prospects, audience figures or profit margin.

Account and partnership management (level 2) - Works with stakeholders and partners

Communicates regularly with diverse stakeholders, customers and/or partners to build mutual understanding and trust.

British Council Behaviours

Assessment Stage

Connecting with others (Essential):

Making regular opportunities to understand others better

Working together (More demanding).

Ensuring that others benefit as well as me

Making it happen (Essential):

Delivering clear results for the British Council

Shaping the future (More demanding).

Exploring ways in which we can add more value

Interview

Prepared by:

Date:

J.O'Neill, Country Exams Manager

Insert date